NEW PRICE VALUE
BRAND INTRODUCTIONS
1989

	% SHARE	
VICEROY	1.22 ✓	
SUBGENERICS	~~0.99~~	1.06
ALPINE	~~0.71~~	0.73
MAGNA	~~0.60~~	0.62
DORAL FFM	0.30 ✓	
AMERICAN FF & M	~~0.21~~	0.17
MALIBU ULT	~~0.10~~	0.09
TOTAL	~~4.13%~~	4.20

NIELSEN ~~12/89~~ Update

New Nielsen 6mm ending ~~through~~ 3/90

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Source: https://www.industrydocuments.ucsf.edu/docs/mhwn0004